

Our Riders Say...

"Our leader was very friendly, I feel much more confident now"

"What a great bunch of people"

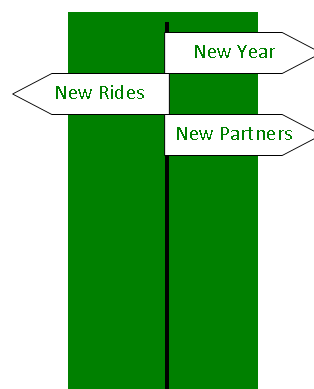
"Thanks for a superb day and for an easy way to get back in the saddle"

"The leader's local history knowledge made the ride particularly interesting"

"Great website"

Ridewise and Pedals say...

"This year has been a tremendous success and we must do all we can to ensure the programme continues!"



Ride with us...

Our aim remains

to deliver rides which are:

- **For All** - we want to be inclusive, regardless of an individual's age or fitness
- **Free** - led by local volunteers who possess a wealth of knowledge and experience
- **Flexible** - varying start points and levels of difficulty
- **FUN!!** - a great way to get out, get fit and explore



www.ridewise.org.uk/rural-rides

Contact us:

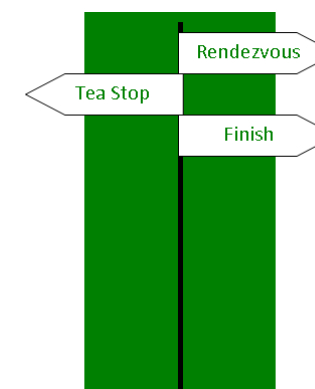
via website
e-mail ruralridesforall@ridewise.org.uk
visit us on Facebook
by post to Rural Rides, c/o Lenton Ctr,
Willoughby St, Lenton, Nottingham
NG7 1RQ

We'd love to have your comments and offers of help!

in association with



2011 Summary Report



Share the ride...



The Journey Begins...

2011 saw the start of a new style Rural Rides programme. The free guided cycle rides had been managed by Nottinghamshire County Council for over twenty five years. However, funding changes meant that new hosts were required to continue the delivery of the rides. Ridewise stepped in, and with the Council's help took over the management of the programme. We were greatly assisted by Pedals and a by a Big Lottery grant secured by them. There was buckets of goodwill from a range of local partners and individuals - notably Nottingham City Council.



It was inevitable that the operation of Rural Rides underwent review and fundamental change. Establishing communication, processes and publicity was time-consuming and challenging!

Our aim was to deliver accessible, free guided rides and to maintain and build on the successes of the past. At the same time we wanted to develop new approaches and expand our offering...

Changing times

With changing times and budget restraints came changes to the programme—which included a move away from hard copy publications towards electronic communications. We completely overhauled the process of collecting, assimilating, publishing and promoting rides. We re-designed our website. New procedures for collating, coordinating and - very importantly - measuring our rides were developed.

Along the way, we paused and took opportunity to:

- Evaluate, improve and standardise communication with ride leaders
- Develop a comprehensive volunteer document
- Develop and deliver a specifically tailored ride leaders' course

Priorities for next year include developing further our website and providing improved ride descriptions in terms of detail and presentation.

Our successes

By the beginning of September we had smashed our targets in terms of participant numbers and new leaders. Over 1,000 riders will have participated this year and there are 15 new trained leaders ready to deliver rides! We have started to offer themed rides including history tours, period dress and full on road rides. Strong and effective working relationships have been established with new partners such as Sustrans, Borough Councils and local cycling clubs. Our launch event for existing leaders will be followed up by a larger celebration event in December where we seek to honour all our volunteers!



City ride in period dress
Meeting the Minister for Sport
Road ride hosted by Beeston CC
New ride leaders on a training course
Kick-off event

Photos by
Keith Smith (mirror, leaders riding)
Julian Bentley (City ride)
Helen McCullen